Ontario Tourism Marketing Partnership
MARKETING UPDATE
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OFFICE OF THE PRESIDENT/CEO

SARS, the Iraq War, border crossing issues, West Nile Virus, a rising Canadian dollar and a slowing U.S. economy are creating new and unprecedented challenges for the tourism sector. The OTMPC has undertaken a number of immediate steps to combat these adverse conditions.

On the day that the WHO lifted its advisory, the OTMPC launched a $1 million partnership campaign with Mirvish Productions, highlighting two packages that included hotels, restaurants, theatre and Blue Jays tickets in order to kick start travel in Toronto. The partnership resulted in selling more than 120,000 packages. OTMPC also launched an assurance commercial on May 9, to get the message out to Ontarians that it was safe to travel to Toronto. Both the Mirvish Program and the assurance commercials were launched under the theme "It's time for a little T.O.". This new slogan was developed by OTMPC in partnership with the Toronto Tourism Coalition. The U.S. campaign has been developed and will be in market shortly.

Ontario Tourism Minister Brian Coburn participated in a press conference in New York City on May 5 via video teleconference at Media Marketplace. Federal Minister of Industry Allan Rock, CTC Chair The Honourable Charles Lapointe and CTC Interim President & CEO Doug Fyfe also participated in the press conference. Ministers Coburn and Rock set the record straight about the SARS situation in Canada so that key U.S. travel media and industry would know that we are open for business. Approximately 215 media representatives attended the two-day event. Helen Lovekin represented the OTMPC at Media Marketplace.

On April 29, Premier Ernie Eves announced the next steps in the SARS Recovery Strategy, which included a $128 million two-year recovery plan, to rebuild global confidence in Toronto and Ontario as world-class travel destinations.

Beginning June 16 to July 3, 2003 we will be on the road hosting our annual Partnership Forums across Ontario where OTMPC staff will share details of the Recovery Program and how to participate. I encourage you to join us at the forums this year. More information on dates, times and locations is attached for your reference.

Tourism Recovery Office Established

OTMPC has been working with the Ministry of Tourism and Recreation on the blueprint for the Recovery Program. A new office has been established and is headed by Scott Weeres who has been appointed Director of Tourism Recovery Program. The program reflects the fact that all areas of Ontario have been hard hit by SARS and other issues. New partnership opportunities and recovery plan details will be posted on the partners' web site at www.tourismpartners.com.

ONTARIO
more to discover

The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

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SUMMER CAMPAIGN

OTMPC's Summer Campaign is well underway. The new television ads began on May 22 and will run for eight weeks, targeting the rubber-tire market. Approximately 250,000 copies of the new full-colour 180-page Summer Experience Guide are being distributed at the Travel Information Centres (TICs) and through 1-800-ONTARIO. The new Summer Newspaper Insert was distributed in 15 Ontario markets on May 15 and four U.S. border markets on May 18.

OTMPC has also partnered with Niagara Falls Tourism on new television commercials that began running on May 21. These new ads will be in-market for three weeks in Buffalo, Cleveland and Detroit. The call-to-action is 1-888-WIN-FALL.

The new Ontario Adventure Campaign began on May 15 in the U.S. market with a strong direct mail component. Approximately 100,000 copies of the new 51-page, full-colour Ontario Adventure Guide are being distributed at the TICs, through 1-800-ONTARIO and via the consumer web site www.ontariotravel.net.

CONTACT

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QUEBEC MARKETING OPPORTUNITY!

In June, the OTMPC will launch a Montreal version of Domination Union Station. Ontario tourism suppliers will be able to reach the Montreal market with vacation-planning information prior to the summer travel season. Up to 319,800 people pass through Berri-UQAM corridor daily. This is a similar location to Union Station in Toronto, serving as the main transfer station in the entire network, connecting all main lines. It is also the station that houses the University of Quebec at Montreal (UQAM). The station is located within the busy and trendy commercial / cultural district of Quartier Latin, and within the bustling Uqam Buildings, Cinematheque Quebecoise, Bibliotheque Nationale, Theatre St-Dennis, etc. If you would like to participate please call and seize this great onportunity to reach the Montreal market.

CONTACT

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SELLING ONTARIO TOURISM ABROAD!

Harvey Hamazaki has been working diligently with representatives from the Asian market to regain lost market share due to the slowing economy in Japan and SARS. As part of this initiative, Harvey led a Trade Mission with Ontario Tourism Deputy Minister Bill Allen to Japan on May 18. Ontario industry officials met with key tour operators such as JTB and Kintetsu in Tokyo and Osaka.

Diane Helinski is also working with OTMPC's representatives in the U.K. and Germany to aggressively market Ontario in these key markets. A mission to the U.K. will occur in early summer and additional sales calls are being planned for Germany.

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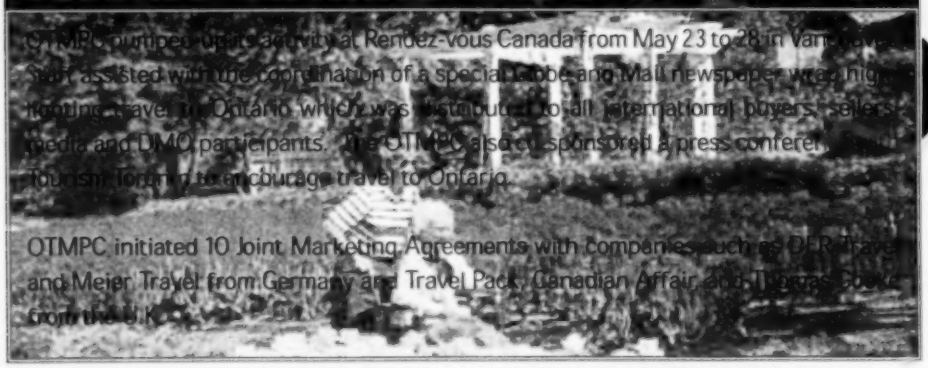
SELLING ONTARIO TOURISM ABROAD!



OTMPC pumped up its activity at Rendez-vous Canada from May 23 to 28 in Vancouver. Staff assisted with the coordination of a special Globe and Mail newspaper wrap highlighting travel to Ontario which was distributed to all international buyers, sellers, media and DMO participants. The OTMPC also co-sponsored a press conference, Tourism Toronto to encourage travel to Ontario.

OTMPC initiated 10 Joint Marketing Agreements with companies such as DER Travel and Meier Travel from Germany and Travel Pack, Canadian Affair and Thomas Cook from the U.K.

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COOPERATIVE SNOWMOBILE MARKETING PROGRAM

Did you know that Ontario has the largest recreational trail system in the world for snowmobiling? OTMPC and the Ontario Federation of Snowmobile Clubs (OFSC) have developed a joint marketing campaign for 2003/04. This program will consist of a direct mail campaign targeting consumers in Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin and Ontario. The program will also include the production of a new 100-page, full-colour brochure that will be distributed at snow shows throughout North America. Space is limited so please book early. Deadline is June 27, 2003.

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FEEDBACK

Please direct feedback about *Marketing Update* to Tom Boyd, Corporate Communications. Tel: 416-212-0757, email: tom.boyd@mczcr.gov.on.ca To update your company email or fax number contact Brynda Browning, Direct Sales Assistant (A) at 416 314-6314 fax: 416 314-6976 or email: brynda.browning@mczcr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.